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DECEMBER 1987
A BILL PUBLICATION
THREE DOLLARS

TRAINING
Can Sports Stars Really Motivate Your Sales Force?

MANAGEMENT
Who Needs District Sales Managers?

PEOPLE
The Salesman Revolutionizing Life Insurance

COMPUTERS
Software: How to Buy, What to Buy

TRAVEL
Michaelson's Picks and Pans For 1987

Pat Riley, Coach,
Los Angeles Lakers

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SALES & MARKETING MANAGEMENT

COVER PHOTOGRAPH BY JIM CACCAVO

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EDITOR'S SIDE POCKET

QUINTESSENTIAL QUESTIONS

Does it work? If it does, who does it best? And how much will it cost? My antecedent is vague, deliberately so, because these questions could pertain to almost any article we publish. Questions like these stand at the very heart of this magazine. Sometimes the answers will be hard, sometimes soft, but we'll do our best to get information you can rely on. Two examples from this issue:

First, our main cover story, "Can Sports Stars Really Motivate Your Sales Force?" Depends on who you talk to, you say. Right, but not only who but when. If you talk to a salesman after one of these pep talks—that is, if he doesn't trample you as he charges out the door—you'll get one answer; if you talk to him a month later, you may get another; and if you talk to his sales manager, you may get still another answer.

Writer Bill Kelley asked questions within this time frame to see if he could get a bead on the value and staying power of the sports stars' messages. He also listened to the stars pitch inspiration and to their agents pitch the stars. Should you hire a sports hero for your next sales meeting? Kelley won't give you an absolute answer, but he'll help point you to one.

Our Computer Software Directory will also point you to answers. This marks the third time we've surveyed sales software systems; every year the listings become lengthier and more comprehensive. Our resident computer maven, Thayer Taylor, won't have it any other way. And for 1987 there's an added bonus: a buyer's guide to evaluating software for your sales force, telling you exactly what steps to take, in what order, and what questions to ask suppliers. It was written for us by Richard J. Sacks, whose business is evaluating software. I'm confident you'll find it invaluable.

I'm less confident about writing anything about the stock market in a monthly magazine. Still, I think there's one thing that can be said that doesn't hinge on what the market does between the time I write and the time you read. It's this: Black Monday has destroyed once and for all the assumption that the stock market is something that can be understood and that there exist experts who understand it. Even for the disillusioned, listening to the financial pundits on television and reading them in the business press had to be a disillusioning experience. There were explanations aplenty, but they were incompatible and sometimes contradicted each other. Even the experts who were right weren't right for the same reasons, and there was no reason to expect they'd be right again.

Why do I bring this up now? Because the people in charge of marketing financial services do not appear to realize the depth of this disillusionment. Since October 19, I have been the target of broadsides from various financial houses and advisors. Some of them make discreet references to "the instability of recent days," but they never go further than that. Indeed, they still say the same old things in the same old way: that there's a bright financial future in store for me if only I'd listen to them. I know I'd feel more favorably disposed to them if they conceded their fallibility, if they tried to deal with the fact that the emperor has no clothes.

SALES & MARKETING MANAGEMENT

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ABP MPA

PHOTOGRAPH BY ANDREA BRIZZI

DEMOGRAPHICS IN ACTION

STATISTICS AND THE SALESPERSON

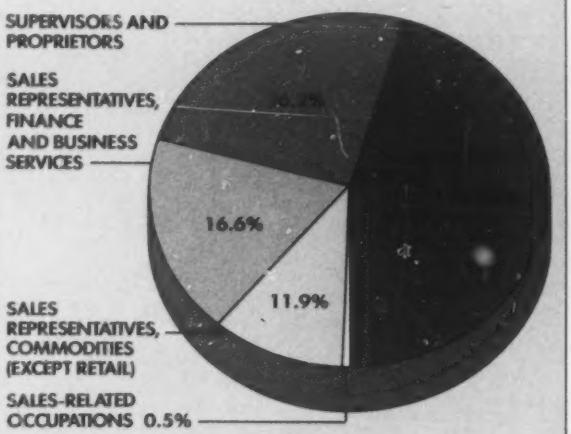
A Buying Power Index for premium-priced products

METRO AREA	1986 BUYING POWER INDEX (U.S = 100.0000)
NEW YORK	4.0944
LOS ANGELES	3.8680
CHICAGO	3.0205
PHILADELPHIA	2.1965
WASHINGTON, DC	2.0169
DETROIT	2.0038
BOSTON	1.9060
NASSAU-SUFFOLK, NY	1.5326
HOUSTON	1.5161
ATLANTA	1.1835

The Buying Power Index is a relative indicator that shows a market's "ability to buy" a particular product or service, with a metro area's index figure indicating the percentage of total U.S. potential (100.0000). It is constructed by assigning weights to three basic factors—Economic, Distribution, and Demographic—according to their importance. In this case, a correlation between product potential and buying power of households with high incomes has been used to produce a ranking of markets with a high potential of buying power for premium-priced products.

SOURCE: Sales & Marketing Management's *1987 Survey of Buying Power Data Service/Market Statistics, Inc.*

Sales occupations by type show retail is king



According to the Bureau of Labor Statistics, approximately 12% of the civilian working-age population is employed in sales occupations. Of this total of 12,667,000, 48.1% are women, 5.5% are black, and 4.4% Hispanic.

SOURCE: Bureau of Labor Statistics, *Employment and Earnings, January 1986.*

Get your meter running: The 10 most expensive downtown-to-airport taxi fares

RANK	METRO AREA	TRAVEL TIME	AVERAGE FARE
1	LONG BRANCH–ASBURY PARK, NJ	60 MIN.	$39.00
2	BOULDER, CO	45 MIN.	$38.00
3	NEW BRUNSWICK–PERTH AMBOY–SAYREVILLE, NJ	40 MIN.	$36.00
4	NEW YORK (TO NEWARK AIRPORT)	30–45 MIN.	$32.50
5	RIVERSIDE–SAN BERNARDINO, CA	20 MIN.	$30.00
5	WASHINGTON, DC (TO DULLES AIRPORT)	45–60 MIN.	
6	AKRON, OH	20–30 MIN.	$27.00
6	PITTSBURGH	35–40 MIN.	
7	ANAHEIM–SANTA ANA, CA	20–30 MIN.	$25.00
7	LOS ANGELES–LONG BEACH	35–45 MIN.	
8	KANSAS CITY	35–50 MIN.	$24.00
8	TOLEDO, OH	20–30 MIN.	
9	SAN FRANCISCO	20–35 MIN.	$23.75
10	SPRINGFIELD, MA	30 MIN.	$23.50

A survey of 86 metropolitan markets reveals a wide array of costs for travel by taxi from downtown to the nearest major airport. For Long Branch, NJ, Boulder, CO, and New Brunswick, NJ, the high rates are due to these cities' lack of proximity to a major facility. In the case of New York City and Washington, DC, the rates listed are for the two airports (Newark and Dulles) that are the farthest away from downtown.

SOURCE: Sales & Marketing Management's *1987 Survey of Selling Costs.*

SELLING ABROAD

IT HELPS TO HAVE A FRIEND

Even if the Japanese lower their trade barriers, foreigners will continue to find Japan the toughest sale of all. The reasons: the country's maddeningly complex distribution system, long delays before committing to doing business, and a negotiating style that perplexes outsiders (S&MM, July). Rare is the American company that hasn't a horror story about attempting to penetrate the Japanese market. But now outsiders are finding help from a new quarter—Japan's most formidable consumer product corporations.

Eyeing U.S. companies that wanted to try their luck in Japan, management at Matsushita Electric created AMAC Corp. as a part of its Panasonic subsidiary. AMAC's job: Buy products in the U.S. and—using a 500-member Panasonic sales force in Japan—sell them to Japanese customers. Since its creation in 1981, AMAC has signed agreements with some 100 U.S. firms making a wide range of products. AMAC also offers companies here advice on how to market in Japan.

—AMAC president Mike Watanabe notes, "American products benefit from the Panasonic link in Japan. Often, American firms send their engineers and service reps for after-the-sale servicing. It gives them knowledge of the Japanese market." Watanabe acknowledges competition from other big Japanese corporations but claims none has invested in it the way Matsushita-Panasonic has. Business is so good that AMAC will open an office in Chicago (headquartered in Los Angeles, AMAC has offices in New York and San Francisco).

AMAC relies primarily on print ads built around testimonials from obviously satisfied customers to attract

SALESGRAPH

Upscale Buying in the Eighties

LOVE AFFAIR WITH AUTOS STILL STRONG

CATEGORY	1985 $	% CHANGE 1980–85
AVERAGE ANNUAL EXPENDITURES	22,217	+29%
HOUSING	6,687	+32
SHELTER	3,840	+36
OWNED DWELLINGS	2,266	+36
RENTED DWELLINGS	1,182	+29
HOUSEHOLD OPERATIONS	346	+33
HOUSE FURNISHINGS & EQUIPMENT	854	+20
TRANSPORTATION	4,555	+31
VEHICLES	2,043	+74
GASOLINE & MOTOR OIL	1,035	−12
OTHER VEHICLE EXPENSES	1,210	+37
FOOD	3,394	+ 5
PERSONAL INSURANCE & PENSIONS	2,016	+59
APPAREL & SERVICES	1,161	+24
ENTERTAINMENT	1,085	+42
HEALTH CARE	1,037	+39
CASH CONTRIBUTIONS	805	+38
MISCELLANEOUS	337	+30
EDUCATION	304	+38
ALCOHOLIC BEVERAGES	283	+ 1
TOBACCO & SMOKING SUPPLIES	215	+22
PERSONAL CARE SERVICES	198	+25
READING	141	+20

NOTE: DETAILS MAY NOT ADD TO TOTALS DUE TO ROUNDING AND OMITTED CATEGORIES.

PHEASANT UNDER GLASS VS. PIZZA OVER NAPKIN: BUYING PATTERNS BY INCOME GROUP

CATEGORY	LOWEST INCOME QUINTILE	MIDDLE INCOME QUINTILE	HIGHEST INCOME QUINTILE
AVERAGE ANNUAL EXPENDITURES	$11,006	$19,183	$42,374
		% OF TOTAL	
HOUSING	33.9%	29.9%	28.3%
SHELTER	19.4	17.3	16.6
OWNED DWELLINGS	8.2	7.8	12.4
RENTED DWELLINGS	9.5	8.3	1.8
HOUSEHOLD OPERATION	1.5	1.3	1.7
HOUSE FURNISHINGS & EQUIPMENT	3.0	3.3	4.4
TRANSPORTATION	16.9	22.2	20.0
VEHICLES	6.2	9.9	9.6
GASOLINE & MOTOR OIL	4.9	5.3	3.7
OTHER VEHICLE EXPENSES	4.6	5.9	5.3
FOOD	19.1	15.9	12.6
PERSONAL INSURANCE & PENSIONS	3.6	7.7	13.2
APPAREL & SERVICES	5.0	5.1	5.5
ENTERTAINMENT	4.0	4.6	5.5
HEALTH CARE	6.7	5.1	3.4
CASH CONTRIBUTIONS	2.6	2.7	5.4
MISCELLANEOUS	1.6	1.7	1.6
EDUCATION	2.3	0.8	1.5
ALCOHOLIC BEVERAGES	1.3	1.5	1.2
TOBACCO & SMOKING SUPPLIES	1.4	1.2	0.6
PERSONAL CARE SERVICES	1.0	0.9	0.8
READING	0.6	0.7	0.6

SOURCES: BUREAU OF LABOR STATISTICS, *CONSUMER EXPENDITURE SURVEY RESULTS FROM 1985*: USDL 87-399; *SALES & MARKETING MANAGEMENT* CALCULATIONS.

Polarization of consumer spending patterns in the eighties, as revealed in Bureau of Labor Statistics' annual *Consumer Expenditure Survey* (with 1985 the last available data), is documented by the fact that while those at the bottom of the income ladder spend more than half of their outlays on food and shelter, their peers at the top allocate only two of every five dollars to the two necessities.

DIRECTORY OF PC-BASED SALES AND MARKETING APPLICATIONS SOFTWARE

S&MM's annual directory lists in sequence: (1) vendor's name; (2) title of software package; (3) its specific application; (4) minimum internal memory required; (5) purchase price; (6) the computer model or operating system with which the software is used; (7) availability and price of a demo disk; (8) number of installations the company has sold. Although limited by space, the list is representative. For vendors' addresses see page 76. (Note: The descriptive information contained here is provided by the vendors. *Sales & Marketing Management* has no way of guaranteeing the accuracy of this information.)

Researched by Thayer Taylor and Bristol Voss.

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SYS-TEMS
ACCOUNT MANAGEMENT							
Brock Control Systems	The Brock Sales Activity Manager Series: Sales Activity Manager; Telemarketing Activity Manager; Customer Support Activity Manager.	Total account management software for sales, marketing, telemarketing, and customer support.	2MB (40MB hard disk)	$3,000 & up	IBM PC-AT, Compaq 386, and compatibles	Yes/via modem	120+
Champaign Systems	PC DOSSIERS	Tracks clients, records contacts, mass mailings, follows-up calls, sorts clients.	128K	$245	IBM PCs and compatibles	No	NA
Computer Technology Consultants	ASIS (Automated Sales Information System)	Generates information for managing existing accounts while keeping track of potential customers and sales calls.	360K (30MB hard disk)	$2,999	MS-DOS 3.1 version	Yes/ free	100
Esprit Software Technology	SELLSTAR!	Sales productivity using artificial intelligence, and account/territory strategy.	640K	$95	IBM PCs and compatibles	Yes/ free	New
Logic Design Corporation	ELECTRONIC Client Management System	Sales lead management, sales trip planning, telemarketing, and direct mail.	256K (dual floppies or one hard)	$595	IBM PC-XT, -AT and compatibles; PC-DOS or MS-DOS 2.0 or greater	No	NA
M&T Publishing	Time and Task Management with D-Base 3	Tracks clients, follow-ups, pending dates. Organizes time, hours, activities, budgets, and resources. Library of D-Base 3 code & macro.	256K	$49.95	IBM PCs and compatibles	No	NA
SaleMaker Software	SaleMaker	Integrated system for client management, telemarketing, direct marketing, follow-up letters, and sales reports.	512K	$495	IBM PCs and compatibles	Yes/ free	2,500
SalesFacs	SalesFacs	Individual modules: Prospector, analyzes concentrations of prospects; Quote Log, tracks quotes; and Data Exchange, enables salespeople to maintain separate databases, which are consolidated into a central database.	256K (5 MB hard disk)	$1,000	IBM PCs and compatibles; PC- and MS-DOS	No	16
Salmon Systems	The Salmon Sales Management Systems	Industry-specific sales and account list management system.	640K	Lease/ variable fees	IBM PCs and compatibles	No/ sample reports	220
Software of the Future	SaleMaker	Client management and telemarketing; variable network capabilities.	512K	$495	IBM PCs and compatibles	Yes/ $25	1,000
Streamline Software Systems	Sales Repeater Executive	Lead tracking, telemarketing, customer-client management; additional modules.	256K	$299	IBM PCs and compatibles and laptops	Yes/ $15	2,000
Travis DataTrak	DataTrak Account Management System	For branch office and field sales personnel, full account management capabilities with host connectivity.	512K (MS-DOS work stations)	Prices available upon request	Lap Computers, DEC, IBM, and HP Hosts	Yes/ free	NA
ADVERTISING PLANNING							
InterActive Market Systems	FloChart	Graphics package for media schedule flow charts (esp. for ad. agencies).	640K	Lease	IBM PC -XT, -AT and compatibles; PS/2	Yes/ free	NA
SALINON	NAMER BY SALINON	Creates names for companies, products, and services; 10,000 name-parts thesaurus.	256K	$99	IBM PC-XT, -AT, PS/2, and compatibles	No	1,000+
SALINON	HEADLINER	Creates ad slogans, promotional jingles, sales theme lines, and DM headlines.	256K	$99	IBM PC-XT,-AT, PS/2, and compatibles	Yes/ built into HEADLINER	100+
Select Media	S.M.I.L.E.S.	Co-op advertising; accruals completely tracked and controlled for retailers/distributors.	384K	$375 to $3,200	IBM PCs and compatibles	Yes/ $25	50

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SYS-TEMS
SoftPedal	Sally	Matrix for analyzing competitive TV stations.	512K	Prices available on request	IBM PCs and compatibles	Yes/ free	85
Visicorp	VisiSchedule	Advertising and product launch schedule.	192K	$99	IBM PCs and compatibles; Apple II Series	Yes/$5	NA
BUDGETING							
Bits & Bytes	Miser: Financial Management & Decision Making	Tracks return of investments on 4+ projects and gives IRR, ROI, NPV cash flow, and risk analysis on investments.	256K	$159	IBM PCs and compatibles	Yes/ free	New
Quantic	Touch 'n Go	Tracks and reports travel and entertainment expenses for business travelers.	256K	$99	IBM PCs or compatibles and laptops (2 disk drives & 132 col. printer); MS-DOS & PC-DOS 2.0 or greater.	No	New
Visicorp	FlashCalc	Spreadsheet, marketing, sales, and advertising budgets.	64K	$99	IBM PCs and compatibles; Apple II Series	Yes/$5	NA
COMPENSATION							
ETS Systems	Star-Trak	Organize and track incentive compensation, sales tracking and sales management.	512K	$6,000	IBM PC-XT and compatibles	Yes/ free	50
DIRECT MARKETING							
Adelie	CLOSE	Integrated package of six modules: Direct Mail, Management, Response, Sales and Marketing Productivity, Sales, and Telemarketing.	640K	$950-$1,500	IBM networked PCs	No	NA
Capstone Marketing & Publishing	ArcList	Professional list management, finds duplicates, posts, presorts, list analysis; easy import/export of other lists.	640K (hard disk)	$595	IBM PCs and compatibles	Yes/ $49.95	NA
Communication Systems	Simplicity Series	Three packages for mass and target mailings, duplicate finder.	64K	$99.50-$149.50	MS-DOS; PC-DOS 2.0 or greater	Yes/ $25	850-1,000
Group 1 Software	ArcLift	Mailing list manager.	640K (hard disk)	$595	IBM PC-XT,-AT, and compatibles	Yes/ free	950
JEB Marketing Information System	Marketing Management System	Telemarketing aids, automatic dial, direct mail, lead tracking.	256K-640K	$995-$3,400	PC-DOS; MS-DOS; Unix; Vax/VMS and Micro Vax/Micro VMS	Yes/in DOS format only/ $50 with manual	1,300-1,400
Prism Systems	MAILMARK	Automatic mailings, letters, labels, envelopes, literature inventory, and packing lists.	512K	$950-$1,995	IBM PC-XT, -AT and compatibles	Yes/ free	NA
QAX International Systems	inQuiry Action eXpress	Individualized sequence letters, labels.	Memory requirements vary	$2,495	IBM PC-XT, -AT; Data General	No	36+
SaleMaker Software	SaleMaker	Integrated system for direct marketing, client management, telemarketing, follow-up letters, and sales reports.	512K	$495	IBM PCs and compatibles	Yes/ free	2,500
SAS Institute	SAS System	Mass mailings.	640K	Prices available upon request	IBM PC-XT, -AT, PS/ 2, and compatibles	Yes/ free	1,500
Scott Computing Systems	Scott Customer Manager	Mailings, letters, labels.	512K	$1,995	IBM PCs or compatibles	No	NA
Soft Sell	Advertising on Floppy Disks	Customized floppy disks containing brochures, direct mail pieces, catalogues, media kits.	Memory requirements vary	$3 per disk (approx.)	IBM PCs and compatibles; Macintosh, Macintosh +, Mac II	Yes/ free	NA
Travis DataTrack	DataTrack Direct Marketing System	Database marketing for leads and customers with interactive analysis.	512K (MS-DOS workstations with host connectivity)	Prices available upon request	DEC, IBM, and HP Hosts	Yes/ free	NA
Waters Business Systems	Mail 2	Direct mail management system.	128K	$600	IBM System 36/PC	No	NA
ELECTRONIC MAIL							
McDonnell Douglas Applied Communications Systems	OnTyme Plus-OnTyme Electronic Mail	Electronic messaging system with advanced communications capabilities.	384K	On-line charges vary	Personal OnTyme only—IBM PCs and compatibles (DOS 3.0 or greater)	Yes/ free	NA
EXPENSE REPORTING							
DANART	ExpenSe MaSter, The Expense Report Processor	Fast and easy T&E reports; year-to-date spending reports.	360K	$69.95	IBM PC-XT,-AT, PS/2, and compatibles; DOS 2.0 or greater	Yes/ $7.50	NA

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SYS-TEMS
Management Control Systems	PROMASTER New Product Management Systems	Accumulates all costs (hours and dollars) in a product cycle, from design concept through manufacturing phaseout.	Hard disk recommended	$495	IBM PC-XT, -AT, and compatibles	Yes/ free	NA
Quantic	Touch 'n Go	Tracks return of investments on 4 + projects and gives IRR, ROT, NPV cash flow, and risk analysis on investments.	256K RAM	$99	IBM PCs, or compatibles and laptops (2 disk drives + 132 col. printer); MS-DOS & PC-DOS 2.0 or greater	No	New
TravelTrak	TravelTrak Business Travel Expense System	Allows salesperson to enter all business travel expenses on a PC that are then available on-line for updating and inquiry. Tracks advances, displays trips by salesperson, prints expense statements and advance checks.	128K (dual floppies or one hard disk)	$395	IBM PCs and compatibles, DOS 2.0 or greater	Yes/ $10	NA
INQUIRY/ORDER							
Cosmos	Advanced Revelation	Database applications environment.	512K	$950	IBM PCs and compatibles; MS-DOS	Yes/ $49.95	NA
Cosmos	Revelation	Order entry and tracking.	320K	$750	IBM PCs and compatibles; MS-DOS	Yes/ $24.95	NA
McDonnell Douglas Applied Communications Systems	OnTyme Plus Order Entry and Sales Communication (OrderXchange)	A system for customers to electronically order direct from the supplier/dealer.	640K	On-line prices vary	IBM PC-XT or compatibles	Yes/ free	NA
Merle Systems	Order One	Order entry, order tracking, and sales analysis in the language of the sales professional.	640K (20MB hard drive)	$3,500	PC-DOS or MS-DOS 3.0 or greater	Yes/ $25	New
Portable Computer Solutions	PCS Sales Manager	Order entry and invoicing.	320K	$695-$1,500	IBM PCs and compatibles and networks	Yes/ $25	NA
QAX International Systems	inQuiry Action eXpress	Inquiries and orders.	Memory requirements vary	$2,495	IBM PC-AT, -XT; Data General	No	40 +
LEAD TRACKING							
Advanced Marketing Systems	CAS, Computer Aided Selling	Account and lead tracking, call reporting, management reports, forecasting, mailings.	512K	$3,500 & up	IBM PC-XT, -AT, PS/2 with hard disk; laptops	No	50 +
Breakthrough Productions	Market Master	Organizes lead follow-ups systematically, generates activity reports and letters, produces to-do lists.	512K (hard disk)	$275	Enhanced Macintosh, Macintosh +	No/60-day trial/ $25	NA
Business Systems International	SalesBASE/PC	Sales and lead tracking and analysis.	256K	$295	IBM PCs and compatibles	No	300-350
C Tek Software	ClienTrak	Relationship management system.	640K	$3,000	IBM PC-AT; DEC	No	300 +
CHIPTECH	CHIPWARE Sales Management System	Sales prospect tracking system with mailing, autodialing, and reporting capabilities.	256K	$89.95	IBM PCs and AT compatibles	Yes/ $15	100
Cincom/Target Marketing	OmniTrack	Sales lead tracking.	256K	$495-$8,000	IBM PCs and compatibles	Yes/ free	50 +
Computer Associates, Micro Products Div.	EasySales Pro	Prospect, territory, time management.	128K	$495	IBM PCs and compatibles; TI Professional	No	NA
DayFlo Sortware	DayFlo Tracker	Tracks daily info: contact, schedules, reference sources; applications pack available.	384K	$99.95	IBM PCs and compatibles; laptops	No	NA
D.P. Professionals	Sherlock	Integrated customer tracking designed for financial applications (banks, insurance, etc.).	512K	$3,495	IBM PCs and compatibles	Yes/ free	NA
Dynacomp	Customer Profile	Tracks current/prospective customers, assigns sales reps to territories.	64K	$59.95	TRS 80, Osborne, IBM PC	No	NA
GPS Services	GPS Custom	Sales and marketing management lead tracking and telemarketing, custom reporting, mailings. Integrates with other systems.	512K	$595 & up	MS-DOS	Yes/ $15	200 +
Innovative microSystems	SalesPower: Sales Relationship Management System	Tracking, calendar, tickler, title scripting, telemarketing, letter generating, ad-hoc and actual reporting, and forecasts.	640K	$1,500 (minimum of 10); includes training, maintenance, and upgrade	IBM PCs and compatibles; PS/2	Yes/NA	50
JEB Marketing Information System	Marketing Management System	Field sales ticklers, telemarketing aids.	256K	$995-$3,400	PC-DOS; MS-DOS; Unix; Micro Vax/ Micro VMS	Yes/ only in DOS format/ $50 w/ manual	1,300-1,400
Key Systems	Prospecting Plus	Sales support system. Automates direct mail, ticklers, telemarketing, and fulfillment.	384K	$795-$1,590	IBM PCs and compatibles; laptops, Unix and Xenix	Yes/ free	1,125

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SYS-TEMS
KLS	SNAP	Direct marketing, lead tracking, telemarketing, account management, sales management.	512K	$4,500	IBM PC-XT, -AT; PC-DOS; network and laptop versions available	Yes/ free	NA
Practical Marketing Software	Leadanalysis	Handles, qualifies, and tracks leads generated from publication advertising, news releases, trade shows, direct mail, or other promotional effort.	512K	$895	IBM PCs and 100% compatibles	No/ 30-day trial/ $50	148
Prism Systems	LEADMARK-Lead Tracking	Prospect profile, ranking, tracking, qualifications, and automatic assignment capabilities.	512K	$950-$2,995	IBM PC-XT, -AT, and compatibles	Yes/ free	NA
Sales and Marketing Systems	SalesCONTROL 2	Unlimited prospect/customer database with word processing, standard and custom reports and analysis, auto-dialer, list and data input/exput merge-purge.	320K	$495-$1,995	IBM-XT, -AT, and compatibles; MS-DOS 2.1 or greater; PS/2; network version available	Yes/ free	1200
Sales Productivity Group	Sales Producer	Prospect tracking and sales informations reporting system that includes profiling, follow-up, sales order entry, and other features.	256K	$695	Compatible with MS-DOS, Unix, Zenix, and Novell Operating Systems	Yes/ free	NA
SAS Institute	SAS System	Lead tracking, market share, inventory.	640K	Contact vendor	IBM PC-XT, -AT, and compatibles	Yes/ free	1,500
Scherrer Resources	Sales Allied	Customer and prospect tracking system, with database management, word processing, auto-dial, and note-taking.	256K	$395	IBM PCs and compatibles; MS-DOS	Yes/ free	2,000
Softworks	MARKIS	Lead qualification, tracking, prompting.	256K	$349	IBM PC-XT, -AT, and compatibles	Yes/ free	NA
SourceMate Information Systems	TelemarketMate	Tracks and organizes data on companies, clients, contact, or prospects according to 58 classifications; includes pop-up notepad for recording telephone conversation notes.	128K	$495	IBM PC-XT, -AT and compatibles	Yes/ $25	NA
Specialized Management Support	SALES-PLANNER	Prospect/customer database, sales reports, letter writer, mail merging.	384K	$295	IBM PCs and compatibles	NA	NA
System Vision	Sales Vision	Prospect/customer management system for telemarketing and field sales professionals.	384K	$295-$695	IBM PCs and compatibles	Yes/ free	200+
Thomcomp	Start of Sale (S.O.S.)	Lead management, electronic transfers.	384K	$1,295	IBM PCs and compatibles	Yes/ $10	40
Waters Business Systems	Leads Unlimited	Sales lead management.	Memory requirements vary	$3,750	IBM System 36/PC	Yes/ free	NA
XYCAD Group	Follow-Up	Software for salespeople: tracks appointments, leads, sales, and contact.	320K	$179.95	IBM PCs and compatibles; NEC APC III	Yes/ free	2000
MAPPING							
Ashton-Tate	MAP-MASTER	Maps counties, states, zip codes based on census and demographic data.	384K	$395	IBM PCs and compatibles	Yes/ free	NA
Distribution Models	ASSIGN•Amap	Maps any data, 5-digit zips, 48 contiguous states.	640K	$675	IBM-XT,-AT, PS/2, or compatibles	Yes/ $10	New
Geosoft	Map Builder	Mapping customer locations, sales territories, thematic maps.	512K	$250-$400	IBM PCs and compatibles	Yes/ free	NA
Graph Bridge Software	MapLink	Maps sales, sales growth, customer distribution and sales penetration by zip, county, or state.	512K (hard disk)	$495-$795	IBM PCs and compatibles	Yes/ free	New
Modern Business Applications	SelectSite	Generates demographic color-coded maps (information from CACI).	512K	$2,395 (leasing option @ $500/ year)	IBM PCs and compatibles	No/ free trial	NA
National Decision Systems	PCMAP	Thematic mapping software. Plots locations, targets customers, graphs, cross-references.	512K	$200-$495	IBM PCs and compatibles	Yes/ $25	NA
Sammamish Data Systems	DIDS	Computer mapping of statistical data.	256K	$395	IBM PC-XT, -AT	Yes/ $25	450
Sammamish Data Systems	GEOSIGHT	Geographic information system for market segmentation and targeting.	640K	$3,950	IBM-AT 386-based models 60, 80 Compaq DeskPro 286, 386	Yes/ $25	42
Strategic Locations Planning	ATLAS*GRAPHICS 2.0	Generates maps with geographic data for various regions.	512K	$450	IBM-XT, -AT, and compatibles	Yes/ free	NA
Strategic Locations Planning	MapMaker	Generates maps with geographic data for various regions.	512K	$295	Macintosh	No	NA
ZS Associates	EVALUMAP	Evaluates sales performance and budgeting.	512K	Prices available on request	IBM PC-AT, -XT	No	NA
ZS Associates	MAPS III	Align sales territories by integrating company data with U.S. geography.	384K	Prices available on request	IBM PC-AT, -XT	No	NA
MARKETING MANAGEMENT							
AGS Management Systems	PAC MICRO	Project management system, scheduling, budgeting, color graphics.	192K	$990	IBM PCs and compatibles	Yes/ free	1,000

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SYS-TEMS
Datamatics Management Services	Performance Measurement System	Call/sale analysis, marketing response tracking.	256K	$2,995	IBM PC-XT and compatibles	No/30-day trial	NA
Digital Equipment Corp.	All-in-1 System for Sales and Marketing	Marketing planning.	Memory requirements vary	Prices available on request	Micro VAX II	No	NA
Digital Marketing	MILESTONE	Business project planning.	128K	$99	IBM PCs; HP 150; Kaypro	No	10,000
Marketools	GRUNTWORKS	Forecasting, pricing, promotion evaluation of products/sales in a marketing dept.	256K	$395	IBM PC-XT, -AT, and compatibles	No	NA
Profaq Systems	PROFAQ SALES	Unique marketing plan fully integrated with appointment calendar and word processor.	384K (hard disk)	$495	IBM PCs and compatibles; MS-DOS 2.0 or greater	Yes/ free	NA
Scientific Marketing	Marketfax	Marketing plans, telemarketing, auto-dial, scripting, word processing, mail merge.	128K	$695-$1,395	IBM PCs and compatibles	Yes/ free	3,496
Successware	Marketing Edge	Works with Lotus 1-2-3 to provide 17 decision-enhancing applications for building a market plan.	256K	$149	IBM PCs and compatibles	No	10,000
MARKETING RESEARCH							
Computers for Marketing	PC-SURVENT	Computer-assisted interviewing for market research.	Memory requirements vary	$5,00-$25,000 per site	IBM PCs and compatibles; HP 110 Plus; Apple IIe	No	NA
Donnelley Marketing	Conquest	Series of consumer demographic databases that can be accessed for marketing research and planning. Incl: AmericanProfile, Market Potential TargetScan, GraphicProfile, ClusterPlus.	512K	$7,500-$50,000/ annually (lease)	IBM PC-XT and greater	No	NA
Glimpse Econometrics	Microcomputer Data Service	Small area statistics on demographics, economic, and market conditions.	256K	$495 & up	IBM-XT, -AT, and compatibles	No/30-day trial	100
Glimpse Econometrics	PC Star	Demographic and marketing information analysis.	256K	$495	IBM PC-XT, -AT, and compatibles	No/30-day trial	NA
Information Resources	pcEXPRESS	Sales, marketing, and financial decisions support.	640K	$1,495	IBM PC-XT, -AT, PS/2 3270/PC, and compatibles	No	NA
National Decision Systems	MarketPac	Consumer, demographic, and business marketing information by metros and states.	Memory requirements vary	$495-$795	IBM PCs and compatibles	Yes/ free	NA
Oxicron Systems	OXISTATS	Applications-oriented statistical analysis system, featuring automatic elasticity and modeling capabilities.	256K	$395	IBM -XT, -AT, PS/2, and compatibles	No	NA
MEETINGS							
Marketech International	MSSP (Meeting Site Selection Program)	Menu-driven program selects optimal meeting sites for national and regional meetings based on airfares, lodging, meals, airport-to-city transportation, and miscellaneous out-of-pocket expenses.	128K	$265	IBM PCs and compatibles, color monitor, DOS 2.0 or greater	Yes/ $7.50	NA
PERSONAL MANAGEMENT							
Campbell Services	Reminder Plus	Time management system with database for mailings, directories, logos, calculator.	310K	$239	IBM PCs and compatibles; MS-DOS 2.0 or greater	No/ free trial period	NA
Campbell Services	The Reminder System	Time management follow-up system.	210K	$99	IBM PCs and compatibles; MS-DOS 2.0 or greater	No/ free trial	NA
Chang Laboratories	C.A.T. Contacts•Activities•Time	Relational database for managing contacts by 14 user-defined views, activities, and time.	512K	$399.95	Macintosh, Mac +, Mac II	Yes/to dealers only/ $39	3,500
Conductor Software	ACT! The Business Activity Management System	Integrated database, word processing, time-management program for salespeople and managers.	460K	$395	IBM PCs and compatibles; laptops	No/ video tape/ $10	2,000
Courseware	SOLD!	Teach yourself how to make sales calls.	128K	$40-$79.50	IBM PCs	No	NA
Custom Databanks	Executive Search System	Merges names and addresses of 1,436 search firms with a customized letter. Recruiters can be accessed by industry, location, job category, or salary. Updated every 2 months.	320K	$50 ($30 for updates)	IBM PCs and compatibles, DOS 2.0 or greater	No	NA
Reality Technologies	Business Week's Business Advantage	A learning tool utilizing simulation: Take the helm of the world's largest companies and strive to make them a corporate success.	384K	$49.95	IBM PC-XT, -AT, DOS 2.0 or greater; Macintosh (2800K drive)	No	NA
Reality Technologies	What they Don't Teach you at Harvard Business School	A learning tool utilizing simulation: You'll learn how to network, negotiate, and manage as you take control of Mark McCormack's company, International Management Group.	512K (dual floppies)	$49.95	IBM PC-AT, -XT, DOS 2.0 or greater	No	NA
Streamline Software Systems	The Phase II Profile Training	Sales training for retail sales people: how to overcome objections and close; evaluates sales skills.	256K	$89.95	IBM PCs and compatibles	No	NA

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SYSTEMS
SALES ANALYSIS							
Computer Associates, Micro Products Division	Easy Business Systems	Module for sales analysis; sales decision tool.	128K	$495	IBM-XT, -AT, and compatibles	No	NA
Computer Associates, Micro Products Division	Sales Analysis	Generates statistical, detail, or summary reports.	128K	$395	IBM PCs and compatibles	No	NA
Computer Innovations	S-DOT	Sales direction/opportunity tracking, lead control, profiles, forecasting, market research, and analysis.	256K-512K	$500-$3,500	IBM PCs and compatibles	No	NA
Graph Bridge Software	ChartLink	Provides charts of key sales, salespersons, customers, product lines, and inventory.	512K (hard disk)	$295-$495	IBM PCs and compatibles	Yes/ free	100+
Javelin Software	Javelin	Business analysis using natural language.	512K	$99.95	IBM PCs and compatibles; Tandy 1200HP	Yes/ free	NA
Sales Esp. (Enhanced Sales Productivity)	Electronic Sales Pipeline	Electronic mail communications, customized sales tracking for geographically distributed sales organizations.	256K	$1,500	IBM PCs and compatibles	Yes/ free	50+
Spalding	OpRep	Lotus 1-2-3 companion product for tracking sales; fiscal calendar, spreadsheet-like reporting capabilities.	256K (hard disk)	$395	IBM PCs and compatibles; MS-DOS 2.0 or greater	No	NA
Sybex	Tracker	Sales analysis enhancement for sales and marketing managers to rank customers/salespeople/products. Reviews performance with graphics.	384K	$149	IBM PCs and compatibles	No/ 30-day trial	NA
SALES & MARKETING							
CMark	Summit	Sales and marketing system: capabilities for single user, network, remote communication.	640K (hard disk)	$9,700 & up	IBM PCs or compatibles	No	100
Profidex	SCAMP (Sales Control and Marketing Planner)	Telemarketing, direct mail, auto-dialer, customized reports on prospects, territories, branches, and regions.	$695	256K	IBM PCs and compatibles	Yes/ free	175+
Profit Management Systems	Outcome	Field sales and marketing system, lead tracking, account/territory management, sales forecasting, scheduling.	180K	$500	IBM PCs and compatibles	Yes/ free	New
SALES & MARKETING ANALYSIS							
Market Statistics	Your Marketing Consultant (Consumer or Business-to-Business versions)	39 updated demographic variables added to your sales data for developing sales territories, creating custom buying power indices, and measuring performance.	512K	$950	IBM PCs and compatibles; DOS 2.1 (CD-ROM version available)	No	250+
SALES FORECASTING							
Core Analytic	Autocast	Expert-systems-based automatic sales forecasting.	384K	$495	IBM PCs and compatibles	Yes/ $25	NA
Core Analytic	4CaST/2	Complete forecasting system: contains 30 common forecasting techniques.	384K	$495	IBM PCs and compatibles	Yes/ $25	NA
Datamatics Management Services	Performance Measurement System	Planning, call tracking, call/sale analysis.	256K	$2,995	IBM PC-XT and compatibles	No	NA
Digital Equipment Corp.	All-in-1 System for Sales and Marketing	Sales forecasting.	Memory requirements vary	Prices available on request	Micro VAX II	No	NA
IDSC	Marketrieve	Lead tracking, forecasting, market analysis.	256K	$995	IBM PC-XT, -AT, and compatibles	No	NA
JEB Marketing Information System	Marketing Management System	Sales forecasting.	256K	$995-$3,400	PC-DOS, MS-DOS; Unix; Micro Vax/ Micro VMS	Yes/ only in DOS format/ $50 with manual	1,300-1,400
Marketing Information Systems	MSM System for Marketing and Sales Management	Sales forecasting.	384K	$3,000-$20,000	IBM PC-XT, -AT	Yes/ free	NA
Pearl Communications	PCI Sales Management System	Weekly or monthly sales and product forecasts, customer tracking.	256K	$695-$1,295	IBM PCs	Yes/ free	New
Resource n	Plans 'n Totals	Sales forecasting, budgeting, financial planning.	512K	$99	IBM PCs and compatibles	No/ guarantee instead	NA
SAS Institute	SAS System	Forecasting.	640K	Prices available upon request	IBM PC-XT, -AT, and compatibles	Yes/ free	1,500
Smart Software	Smart Forecasts II	Expert system PC forecasting; graphics and data editing; incorporates manager's judgments.	256K	$695	IBM-XT, -AT, PS/2, and compatibles	Yes/ $10	2000+
State Street Consultants	ATMSS (Automated Target Marketing and Sales System)	Database management, lead tracking, forecasting, sales call reporting.	640K	$3,000	IBM-XT, -AT, TI DX10	Yes/ $300	New
Wisard Software	Wisard Forecaster	Uses "artificial intelligence" for time series forecasting.	256K-512K	$99-$1,995	IBM PCs-XT, -AT, and compatibles	No	NA

SALES MANAGEMENT

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SYS-TEMS
Applied Software Technology	VersaForm XL	Sales management, sales analysis, order entry.	512K	$159	IBM PC-XT, -AT, and compatibles	Yes/ free	35,000
Bartel Software	Totall Manager: The Total Sales System	Market plans, tracking, sales letters, prospect database.	640K	$795	IBM PC-XT, -AT, laptops, PS/2	Yes/ free	NA
Bits & Bytes	Sales Manager's Companion	Monitors sales productivity, territory, quota, and commissions of sales reps.	128K	$159	IBM PCs and compatibles —	Yes/ free	1,000+
Business Research	Sales Force Manager	Marketing and sales information with prospect tracking and sales force control.	512K	$2,400	IBM PC-AT and compatibles	No	40
Clark Information Technologies	Market Quarterback	Tracks sales force productivity by comparing performance vs. forecast.	256K	$595	IBM PCs and compatibles; MS-DOS, PC-DOS	No/30-day trial	NA
EMIS Software	Executive Management Information Systems (EMIS)	Sales and marketing administration and telemarketing.	512K	$1,250	IBM PCs and compatibles	Yes/ $35	700+
Envoy Systems	SalesMate	Integrated package of 12 modules: SalesQuote, SalesReport, SalesTarget, SalesTrain, SalesInfo, SalesInquire, SalesOrder, SalesFile, SalesAid, SalesMail, SalesPlan, and SalesDesk.	256K	$300-$700	HP Portable Plus; GRiD; Wang laptop; Data General DG-One model II; IBM PC-XT, -AT, and Convertibles	No	NA
ETS Systems	Star-Trak	Organize and track incentive compensation; sales tracking and sales management.	512K	$6,000	IBM PC-XT and compatibles	Yes/ free	50
Graph Bridge Software	S.Y.A.O. (See Your Account Officer)	Designed for sales organizations following PSS III; links charting, mapping, and accounting software.	512K (hard disk)	$1,795-$2,795	IBM PCs and compatibles	Yes/ $30	New
GRiD Systems	Management Tools	Integrated package with word processing, database, spreadsheet, and graphics and record playback.	512K	$790	IBM PC-XT; GRiD Compass, GRiDCase	No	NA
GRiD Systems	Task	Customizes sales applications.	512K	$50	IBM PC-XT; GRiD Compass, GRiDCase	No	NA
High Caliber Systems	peopleBASE	Sales management system: analyze by lead source, salesperson; phone/mail follow-up of customers and prospects.	640K	$129-$395	IBM PC-XT, -AT, and compatibles	Yes/$8	NA
Hugh Carver Group	Sales Solutions Pack	Library of sales management programs with sales and marketing applications. Integration capabilities with laptops, minis, and mainframes.	512K	Prices available upon request	IBM PCs and compatibles, PC/MS-DOS, Unix, PS/2	No	15+
Information Resources	Sales Management System	Quota performance, territory management forecasting, graphics, reporting; distribution analysis.	640K	$5,000 (for PC workstation)	IBM PC-XT, -AT	No	NA
Key Systems	Prospect Plus	Sales, marketing, direct-mail support.	384K	$795	IBM PCs and compatibles	No	NA
KLS	SNAP	Sales management, field sales information and support.	512K	$4,500	IBM PC-XT, -AT; PC-DOS, network and laptop versions available	Yes/ free	NA
Lowell	CAMP	Sales management, sales lead fulfillment, prospect qualifications.	256K	$495	IBM PCs and compatibles	Yes/ free	36+
M&T Publishing	Sales Management with D-Base 3	Works with D-Base 3 to track clients' names and addresses, follow-up and account data, selling, sales management.	256K	$49.95	MS-DOS	No	NA
Makor	Summit	Integrated 10 modules including training, expense reporting, lead generation.	640K	$9,700	IBM PC-AT and compatibles	No	NA
Market Power	The Sales Manager	Complete informative management tool for professional sales representatives and managers.	256K	$575	IBM PCs and compatibles	Yes/ free	3000
Market Power	Sales Wizard	Complete tool designed for the field sales representative: word processor, telemarketing, auto-dial, call reporting.	256K	$99	IBM PCs and compatibles	Yes/ free	3000
Marketing Information Systems	MSM System for Marketing and Sales Management	Marketing database for business-to-business applications.	384K	$3,000-$20,000	IBM PC-XT, -AT	Yes/ free	NA
National Management Systems	National Sales Manager's Workstation	For national sales organizations. Customized by industry: assigns prospects, monitors budgets, tracks performance.	512K	$995	IBM PCs and compatibles	Yes/ free	3,000-4,000
Pearl Communications	The Sales Management System for Manufacturers	Customer tracking, quote generation, forecasting, customer support.	256K	$695-$1,295 (10 modules)	IBM PCs and compatibles	Yes/ free	New
PLC Systems	PC-SALES LINK	Batch file processing, personal planning.	512K	$30,000-$50,000	MS-DOS, IBM PCs, and compatibles	Yes/ free	New
Portable Computer Solutions	PCS Sales Manager	Sales support and consolidation.	320K	$695-$1,500	IBM PCs and compatibles and networks	Yes/ $25	NA
Resource n	Plans 'n Totals	Budgeting, planning, forecasting, margins, P&L.	512K	$99	IBM PCs and compatibles	No/ guarantee instead	NA

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SYSTEMS
Sales and Marketing Systems	SalesCONTROL 2	Integrated package; prospect database with territory account, sales force, and promotion analysis and custom reporting. HQ/field data transfer.	320K	$495-$1,995	IBM PC-XT, -AT, and compatibles; MS-DOS 2.1 or greater; network version available	Yes/ free	1200
Sales Technologies	(No title for software)	Integrated, networked package of six modules: Sales Reporting, Information Retrieval, Territory Management, Electronic Mail, Administration Worksheets, Order Entry.	640K	$1,000-$1,500 (per salesperson)	MS-DOS	No/ tailored to customer	20+
Scientific Marketing	Marketfax	Marketing plans, telemarketing, auto-dial, scripting, word processing, mail merge.	128K	$695-$1,395	IBM PCs and compatibles	Yes/ free	3,496
Scott Computing Systems	Scott Customer Manager	Company profiles, contacts, call reports, car mileage, quotes/lead tracking.	512K	$1,995	IBM PCs or compatibles	No	NA
Software Design	Account Executive	Sales management.	256K	$395	IBM PCs and compatibles	No	NA
Strategic Management Group	Business Learning Systems	Training for marketing, operations, finance, strategic planning.	256K	$475	IBM PC-XT, -AT, and compatibles	Yes/ sampler/ $25	1,000
Technology Development	SaleMaker	Inquiry handling, direct mail advertising, telemarketing, forecasting, quotation generation, and tracking.	256K	$3,900	IBM PCs and compatibles, MS-DOS and compatibles	Yes/via modem/ free	60
Thoughtware	Sell! Sell! Sell!	Sales training, self- and customer assessment.	128K	$99-$299	IBM PCs and compatibles	No	NA
Thoughtware	Trigger	Track sales performance.	128K	$99	IBM PC-XT, -AT, and compatibles	No	NA
Viveca International	Market Advantage	Integrates steps from sales promotion to sales.	256K	Prices available on request	IBM PC-XT, -AT, or 100% compatibles; MS-DOS, PC-DOS 2.0	Yes/ $6.95	NA
SALES PLANNING							
InstaPlan	InstaPlan	Forward planning tool that integrates outlining, project management, and spreadsheet as well as producing overheads and hand-outs.	512K (dual floppies or hard disk)	$99	IBM PCs and compatibles	No/30-day trial	NA
MARCAR Personal Computing	MARCAR-CMS (Client Management System)	Professional productivity system, features client scheduling, histories; interactive calendar; report writing; letters, labels, and envelopes.	512K	$750-$1,750	IBM PCs and compatibles	Yes/ $25	100
Mastersoft	Sales Master	Sales planning and reporting.	256K	$395	IBM PCs and compatibles	Yes/ free	NA
SALES PRESENTATIONS							
Apian Software	Decision Pad	Interactive work sheet helps customers make complex choices before closing the sale.	256K	$195	IBM PCs and compatibles	Yes/ $10	NA
Ashton-Tate	DIAGRAM-MASTER	Organization and gathering; library of business diagrams for flow charting.	384K	$345	IBM PCs and compatibles	Yes/ free	NA
Bureau of Business Practice	Don Scott's Professional Selling: The Computer Course	Disk and handbook giving basic principles to train a potential sales force.	128K (dual floppies; 80-column printer)	$89	IBM PC, MS-DOS 1.1 or greater	No	NA
Courseware	SOLD!	Teach yourself how to make sales calls.	128K	$40-$79.50	IBM PCs	No	NA
TELEMARKETING							
Adelie	CLOSE	Integrated package of six modules: Direct Mail, Management, Response, Sales and Marketing Productivity, Sales, Telemarketing.	640K	$950-$1,500	IBM networked PCs and minis	No	NA
Excalibur Sources	Exsell	Designed for telemarketing and sales reps who must share same client/prospect files.	128K	$395-$1,000	IBM PC-AT, AT&T	Yes/ free	3200
Prism Systems	TELEMARK-Telemarketing	Lead introduction, qualification, assignment; automated and customized inbound/outbound.	512K	$2995-$7995	IBM PC-XT, -AT and compatibles	Yes/ free	NA
Prophecy Development	Profit Tool	Defines markets, prospects.	384K	$1,195-$1,995	IBM PCs and compatibles, Wang Professional	$25	NA
QAX International Systems	InQuiry Action eXpress	Telemarketing script processor.	Memory requirements vary	$2,495	IBM PC-XT; Data General	No	36+
RemoteControl	TeleMagic	Sales and telemarketing productivity software: auto-dial, report generator, call history analysis.	384K	$95-$795	IBM PCs and compatibles	Yes/ free	5000+
SaleMaker Software	SaleMaker	Integrated system for telemarketing, direct marketing, client management, follow-up letters, and sales reports.	512K	$495	IBM PCs and compatibles	Yes/ free	2,500
Sales and Marketing Systems	TelemarketingCONTROL	Scripting with branching and logic. Instant access to product, competitor, objections information, inbound/outbound. Auto-dialer.	320K	$495-$1,995	IBM PC-XT, -AT, and compatibles; MS-DOS 2.1 or greater; network version available	Yes/ free	NA

VENDOR	SOFTWARE	APPLICATIONS	MEMORY	PRICE	HARDWARE	DEMO/ COST	SYS-TEMS
Scientific Marketing	Marketfax	Telemarketing, marketing plans, auto-dial, scripting, word processing, mail merge.	128K	$695-$1,395	IBM PCs and compatibles	Yes/ free	3,496
Technology Development	SaleMaker	Telemarketing, inquiry handling, direct mail advertising, forecasting, quotation generation, and tracking.	256K	$3,900	IBM PCs and compatibles, MS-DOS and compatibles	Yes/via modem/ free	60
Travis DataTrack	DataTrack Telemarketing System	Full feature inbound and outbound with host connectivity.	512K (MS-DOS workstations)	Prices available upon request	DEC, IBM, and HP Hosts	Yes/ free	NA
TERRITORY MANAGEMENT							
Champaign Systems	PC DOSSIERS	Develop detailed client profiles.	128K	$245	IBM PCs and compatibles	No	NA
Chang Laboratories	C.A.T.—Contacts •Activities•Time	Relational database for managing contacts by 14 user-defined views, activities, and time.	512K	$399.95	Macintosh, Mac +, Mac II	Yes/to dealers only/ $39	3500
Envoy Systems	SalesMate	Integrated package of 12 modules: SalesQuote, SalesReport, SalesTarget, SalesTrain, SalesInfo, SalesInquire, SalesOrder, SalesFile, SalesAid, SalesMail, SalesPlan, and SalesDesk.	256K	$300-$700 (per module)	Hewlett-Packard Portable Plus; GRiD, Wang laptop; Data General DG-One model II; IBM PC-XT,-AT, and convertibles	No	NA
GSI/Tactics	STP: Sales Territory Planning	Interactive sales territory planning that shows maps of territories; spreadsheets sales and marketing territory data.	3MB (hard disk)	$25,000 (lease)	IBM 286- or 386-based models	No	NA
International Market Resources	STATUS	Sales tracking and territory/client updates.	256K	$1,500	MS-DOS, Wang	Yes/ free	NA
LEADtrack Services/ Koltys	LEADtrack	Menu-driven package, integrating database management through tracking reports, automatic territory calculation.	256K	$1,875	IBM PCs and compatibles	Yes/ free	100+
McDonnell Douglas Applied Communications Systems	OnTyme Plus Sales Force Automation (SalesMate)	Complete sales and territory management system used by sales reps.	256K	$250 & up	IBM PCs and compatibles	Yes/ free	NA
PLC Systems	PC-SALES LINK	Batch file processing, personal planning.	512K	$30,000-$50,000	MS-DOS, IBM PCs and compatibles	Yes/ free	New
Sales Technologies	(No title for software)	Integrated, networked package of six modules: Sales Reporting, Information Retrieval, Territory Management, Electronic Mail, Administrative Worksheets, Order Entry.	640K	$1,000-$1,500 (per salesperson)	MS-DOS	No/ tailored to customer	20+
Sammamish Data Systems	Sales Territory Manager	Define or update and franchise territory zones.	512K	$2,500 & up	IBM PC-AT; EGA graphics card required	No	15
Samurai	QUOTA MAKER	Sales prospecting marketing system, auto-dialer, reports, rolodex.	512K	$450	IBM PCs and compatibles	Yes/ free	75+
Software Products International	Open Access II	Relational database with programming, spreadsheet, word processing and pop-up desk accessories, available in network.	256K	$595	IBM PCs and compatibles; MS-DOS; PC-DOS	Yes/ tutorial/ $19.95	NA
Waters Business Systems	Sales and Marketing Information System	Sales call planning, lead analysis.	128K	$5,000-$40,000	IBM System 36/PC	No	NA
WORD PROCESSING, GRAPHICS & MISCELLANEOUS							
Innovative Software	SMART	Spreadsheet with graphics, database manager, word processing.	256K	$895	IBM PC-XT, -AT, PS/2, Unix & Xenix	Yes/ free	12,000
Lowell	The Peddler	All-in-one salesperson's tool; includes employment calendar, daily task reminder, prospect case history, auto-dial, electronic mail, calculator, expense report generator, and road map.	640K	Prices available upon request	IBM PCs and compatibles	No	NA
Marc Software International	Word MARC Author	Word processing for authors and managers for letters, memos, and reports.	512K	$149	IBM PC-AT; Unix	No	NA
Marc Software International	Word MARC Composer	Word processing for general business use and legal, engineering, and scientific educational professions.	512K	$249	IBM PCs; AT&T 6300; Zenith, Unix	Yes/ $90	NA
Mastersoft	Word For Word	Document conversion utility for IBM PC word processors.	256K	$149	IBM PCs and compatibles	No	New
OXICRON Systems	OXISCAN	Expert system for the analysis of single source scanner data or integrated databases.	512K	$995	IBM PC-XT, -AT, PS/2, and compatibles	No	NA
PictureWare	PicturePower	An integrated software system that incorporates photographic quality images with text into databases.	640K	$945-$3900	IBM PC-XT, -AT, and compatibles; IBM PS/2	No/ video tape/ $24	NA
SALINON	NAMER BY SALINON	Creates names for companies, products, and services; 10,000 name-parts thesaurus.	256K	$99	IBM PC-XT, -AT, PS/2, and compatibles	No	1000+
SALINON	OFF-THE-WALL	Generates humorous and unusual expressions and one-liners.	256K	$29	IBM PC-XT, -AT, PS/2, and compatibles	No	New
Sundance Software	HANDSHAKE!	Enables multiple PC users to share printers, files, and other peripherals.	45K	$164.95 & up	IBM PC-XT, -AT, PS/2, and compatibles, MS-DOS, PC-DOS	No	600+

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